



December, 1954

RCA SERVICE COMPANY NEWS



PUBLISHED BY THE RCA SERVICE COMPANY, INC.—A RADIO CORPORATION OF AMERICA SUBSIDIARY

SERVICE CO. WINS TOP NATIONAL SAFETY AWARD

THE RCA SERVICE COMPANY proudly joined an exclusive "club" last month when the National Safety Council awarded it highest possible honors in recognition of safe operations.

Service Company President E. C. CAHILL accepted the award on behalf of the Company's employes during ceremonies held in Camden, New Jersey.

The "Award of Honor," the most select testimonial obtainable, was presented to Pres. Cahill by Walter L. Matthews, representing the national safety group.

Paying tribute to the employes who made possible the award, Mr. Cahill declared, "This recognition was earned only by stringent observance and devotion to the rules of safety throughout our entire scope of operations."

Far-reaching examination by the National Safety Council into the many thousands of safe man-hours racked up in one year by our safety-conscious team revealed that TV techs, field engineers and office person-

(Continued on page 2)



Careful observance of safe driving rules by Pontiac br. tech D. A. Ricketts counted for award

Service Co. Pres.

E. C. Cahill holds

National Safety

Council's award

with Walter L.

Matthews, council

representative.

Present at the

ceremonies held

in Camden, N. J.,

are (left to right);

Pers. Mgr. J. F.

Murray, Jr., Pres.

E. C. Cahill;

J. Lippincott, Jr., wage
& salary admin.; W.

L. Matthews; and

E. J. McGarrigan,
manager, insurance
and safety



Holiday Message

ONCE again we are approaching the holiday season with its excitement and good cheer. We will remember 1954 as a year in which we, our Company, and our country have prospered, a year which brought significant advances in electronics, and a year during which world peace was preserved.

I write this message with Thanksgiving Day and its tradition of gratitude fresh in my mind, and in anticipation of the Christmas season, with its opportunity to exchange greetings and gifts with relatives and friends.

May I express to each of you my sincere appreciation of your contributions to the Company's success during this year, and wish you and your families a joyous Christmas season and a happy and successful New Year.

Cordially,

E. C. Cahill

Safety Award cont. from pg. 1

nel all contributed to the appreciable reduction in our accident rate, making the award possible.

TV techs like D. A. RICKETTS, of J. C. MORGAN's Pontiac, Michigan, branch, typify the application of the common sense rules spelling out safety in office and field.

Holder of the Company's four-year safe driver award, Don began with the Service Co. in the fall of 1949. Hired as a TV apprentice tech just after successful completion of a Detroit radio-TV school, he worked first out of Chicago South Side.

AF Training Taught Care

During World War II Don's Air Force responsibilities as flight officer, plus training in gunnery and bombardiering, taught him to exercise prudent judgment. In the ensuing 10 years since he's doffed the uniform, the same care that went into those exacting operations continues today.

Don's boss says, "He not only drives carefully, but takes pride in the condition and appearance of his truck."

It's no secret that the Service Company's outstanding safety record is due solely to the thousands of Don Ricketts who conscientiously practice the rules of safety for the sake of their own and others' lives—and for the sake of their livelihoods.



Exercising this kind of care not only wins you a good reputation in your area; it may save a youngster's life



Don made a full stop and will give both little girls a chance to cross the street safely before he starts his truck into the intersection

EXPOSÉ OF CHECKERED CAREERS . . .



Part of the line-up of more than 200 taxicabs in their Chicago garage where the TV district mobile experts performed a frequency change on the taxis' communications eqpt.

Set up on a production line basis, four lines of taxis entered the garage filling its entire length.

GUS DELISI opened the cab trunks attaching FCC authorization tags to the radio chassis. Mobile Techs VERN JENSEN and HAROLD BUTMAN changed crystals while fellow-techs M. M. GRIFFIN, JOHN SMEDINGHOFF, JOE HENNING and JOE GRESHAM tuned the transmitters. R. W. BROWN, Mobile district sales coordinator, checked unit frequencies and the operation concluded with Mobile Tech GEORGE WEIHL, the last member of the fast-moving team, closing the trunk and checking out the drivers on the new set up.

Cab Co. Applauds Speed

Bob Brown declared that the cab company's chief dispatcher and the president both watched the lightning operation, later voiced hearty approval for the mobile men's positive, business-like manner.

But as Bob told Chicago District Manager R. F. ADAMS, teamwork was the key factor in setting the record, and "our mobile technicians should be highly commended on their fine job and cooperative spirit, apparent to everyone present."

Chicago's Quick-Change Artists

THE SERVICE COMPANY generally, and the Chicago TV District Office particularly, recently came out of "Operation Frequency Change" with service reputations immeasurably enhanced.

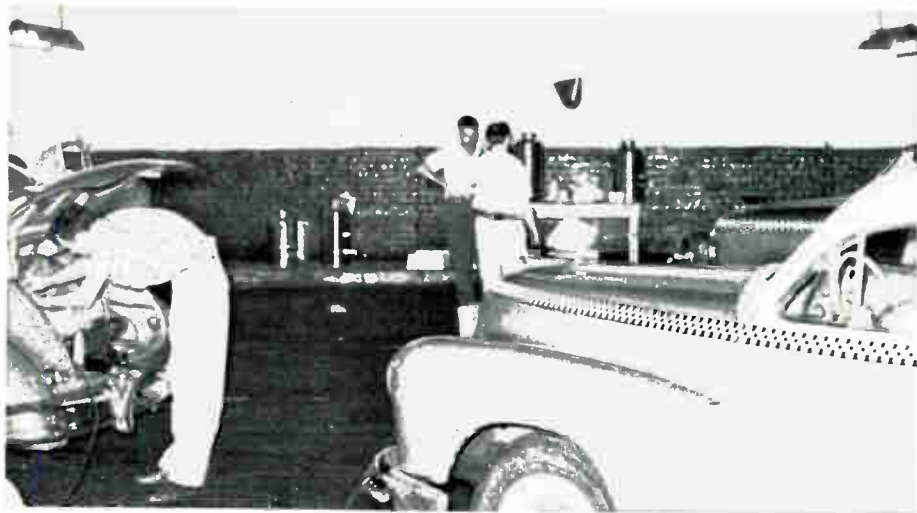
The outstanding success story was achieved in the short space of eight hours when technical skills and good public relations blended to manage a mobile frequency change on 240 Checker taxicabs in a one-shot, smooth-flowing operation.

The frequency change in the cabs' two-way radio equipment, installed in trunk compartments enabling finger-tip control of cab fleet dispatching, was requested by the customer in order to meet his specific operating conditions.

Carefully Planned Program

Since the units are dual frequency, it required 500 crystals, but the Chicago communications specialists carefully planned the program to eliminate revenue-losing "dead time" for the taxis.

In fact, the only complaint registered during the entire job came from several drivers who felt the need of more coffee and doughnuts, thoughtfully provided during the change over process at Northside Br. Mgr. MEL REIDBERGER's suggestion. Minor as it may seem, this excellent public relations' stroke evoked grateful comments from the drivers, who were heard to exclaim that "this is first time anyone considered a cab driver as a human."



(Below) Mobile tech M. M. Griffin checking transmitter frequency while drivers enjoy free coffee

Dist. Training Coord. R. W. Boese (seated) kept all records required by the FCC, and also recorded radio serial and cab numbers



Servicing Makes A Sound Career

IN HIS Colorado A & M days, P. C. McGaughey, mgr. of Radio, Television Victrola Field Engineering in Consumer Products' Commercial Service, had a hard decision to make. "Mac" had to choose between making music or engineering his life's work. Mac plunked for engineering (against the advice of some friends) and never realized he had made a compromise.

Today, some 25 RCA service years later, Mac's Haddonfield home holds a complete ham radio set, an ultra-sensitive hi-fi unit and recording equipment, shelf after shelf of classical music and a 4½ ton pipe organ.

College Music Instructor

It all began when he helped out during an instructor shortage at the college music conservatory. Familiarity with piano and cornet from the age of five made him a logical choice for the two-year teaching stint. But engineering (and its application in a local theater projection booth for education expenses) outweighed music in the balance.

Coming East to join RCA July 1, 1929, Mac was soon off on a year's training program which lead into all phases of RCA activity. The training over, the full-fledged engineer went with the old Radiola Division contacting distributors of radios and phonographs. Radiola's products, now "museum pieces," are eagerly scouted out by Mac's field men for ultimate display at home office.

The expert on sound has worked on just about every conceivable product made by RCA. A field engineer for 17 years, Mac can recall when commercial sound (police, fire, and armed forces announce equipment) was known as "centralized radio."

New England Photophoner

Headquartering in Vermont's Brattleboro when he was Photophoning out of Boston, his commercial broadcast license made him a valuable switch-hitter in a New England district teeming with theater projection men. Installation of commercial sound equipment on Matson Line ships was only a forerunner of what was to come.

During WW II, the lanky, transplanted Westerner probably saw more action than many sailors. Radar installations sent him up in planes, down in subs, and sailing in all types of surface vessels when German submarine wolf-pack warfare was at its height in the Caribbean. In addition to his thousands of nautical miles, Mac's now

P. C. McGaughey at the keyboard of his Estey pipe organ. The 4½ ton instrument is located in a room adjoining the living room of his Haddonfield, New Jersey, home



chalking up completion of a million air miles and is well into his second million.

Standing out clearly in a wealth of memories with sound servicing, Mac recounts the experience of installing an old Victor custom-built radio-phonograph for a millionaire. Operated by dialing (telephone-style) combinations for stations, records, and volume, the speaker-in-every-room set also had a dial "lock" to keep wealthy children from tampering with it. Matter of factly, Mac tells how he was in such a hurry that before the job's blueprints arrived—he completely installed the unit with memory providing gleanings from old college courses covering telephones and dialing operations.

All of which leads us back to the 4½ ton organ.

Music Only A Hobby

Mac alleges that "music is only a hobby with me, not a chore." Despite his declaration that he doesn't like to practice, he purchased (and has been installing by himself for the last eight years)

the Estey pipe organ which reposes in a room adjoining his living room. Valued at between eight and ten thousand dollars by Mac, he admits it's larger than most organs in small churches.

Delivered to his home by moving van, in two sections, neighborhood fears were quickly allayed when he "voiced down" the instrument to only partial power. One pipe Mac took out in deference to the family cat who streaked for the door each time the note sounded.

Blue Ribbon Photographer

Mac's wife, Viola, counters the pipe organ with her skill in photography. More than a few exhibits of her work have captured blue ribbons in salon contests. The sound specialist readily admits her talent for sight composition surpasses his. But Mac still holds the edge. Daughter Cynthia is a music major and besides—what camera clickings can compete with Mac's infrequent midnight serenades, delivered in awe-inspiring cathedral-like tones?



Mac says most of the kick in ham radio sets comes when you build your own, as he's done

Recruiting For The Rio Grande

NO DRUMS beat tattoo—no bands blared martial music—but Government had a recruiting problem. They needed additional instructors, experts in military electronics, to fulfill a contract that would double their Ft. Bliss, Texas, complement and they needed them fast.

The Army had just awarded a contract calling for additional teachers to instruct military classes in electronics equipment operation and maintenance, and the lion's share of the problem fell on Field Oper. Mgr. TOM WHITNEY's section.

Task Appears Simple

At first all appeared deceptively simple: recruit the instructors necessary to supplement the veteran RCA instructors already assigned, indoctrinate them while processing their papers, and send them to Ft. Bliss.

But as hurried Government staff conferences soon disclosed, there were several hurdles to overcome. Like the stipulation that the new instructors would have to take over classes in the midst of their 26-week long courses. And it soon became painfully evident that instructors with specific equipment experience were as scarce as hen's teeth.

Still, contracts can't hear problems, they only specify performance and that's exactly what Government Service Dept. did—perform.

Veteran trainer HUGH McTEIGUE, mgr. of Training Devices & Programs, M. M. BRISBIN's Operations Training, and Personnel's FRED SWOPE and PAUL DRUMMOND joined forces, to attack and lick these problems.

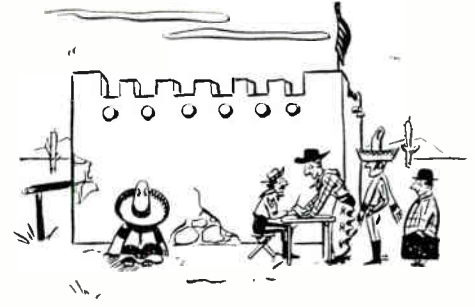
After a month's successful interviewing, the emphasis abruptly switched from personnel to training and again rapid, timely decisions were the order of the day in the race against the hour hand.

30-Day Deadline

Fulfillment date was only 30 days away, so the new men were ordered immediately to Bliss where they would shortly face stiff Army board examinations on their qualifications.

Mac took ED CHALBERT and BERNIE COFFIN south with him, set up the Company indoctrination and training program in five rooms rented from a parochial school by Bliss Supervisor JOHN NOOK.

For almost a month the training went on, always with the intensive awareness that time, like the sword of Damocles, hung precariously over their heads.



It was of no little significance that the subsequent transition of the new instructors from the training classroom to the military classroom was accomplished at a great saving to the federal government and the taxpayer.

"We're school people in Training Devices and Programs," Mac quietly persists. "We understand these problems and so can render better service."

Now the RCA Service Company stands squarely in the guided missile field at the Army's anti-aircraft and guided missile school, pioneering shoulder to shoulder with the military in expanding missile counter-measures and fire control systems—an international contest for superiority and security.

(Below) John Nook, Service Co.'s supervisor at Ft. Bliss, orients Instructors (left to right): Paul Kreinest, Ken Bringham & Hank Sanderson, newly arrived at Bliss (In second picture, below) Lt. Col. Edward McGrane welcomes Instructor Dale Wilson as J. Nook beams approval



Starting pitcher Lewis D. "Bick" Bickmore beginning his pre-game warm-up for RCA
(Below) SS Dick Feasel streaks for 1st base



Government Vice-Pres. Completes Air Check



Govt. Dept. VP
P. B. Reed
makes a point
while in dis-
cussion with
Far East
Field Mgr.
Frank Colonna
(r.), during a
meeting with
Govt. field men
in Tokyo,
Japan

WHEN YOU run an active organization like Government Service Department—and it's scattered around the world, like Government Service Department—you've got to be prepared to spend lots of time "up in the air."

Govt's VP P. B. REED left home office in September for a field trip to Alaska, Japan, Korea, and Hawaii to inspect activities of Govt's personnel and visit top military commanders. "Pincky" also had to make the best possible time in order to return for an important Company meeting in Philadelphia.

First stop was Seattle for the Puget Sound Navy Shipyard, then to the 25th Air Division Headquarters at Tacoma's McChord AFB. At 25th Air Div's Headquarters, Group Leader CHARLIE EATON made timely conference arrangements with AF officers and later get-togethers with Government's men assigned to the 25th.

From Seattle Pincky flew to Alaska and Elmendorf AFB, at Anchorage, for top-level parleys with military electronics and

communications specialists of the Alaskan Command and ROD PARKS' engineers.

Then on to Tokyo for two weeks crammed with huddles involving AF, Army, and Navy commanders, plus a luncheon given by Far East AF Commanding General Earl E. Partridge. Pincky also managed several meetings with Tokyo-Yokohama area FEs and a trip to Nagoya (5th AF Headquarters), all arranged by Far East Field Mgr. FRANK COLONNA and

his associates; Army Mgr. BOB FEIBEL and CHUCK LANE, AF mgr.

A typhoon then forced a quick change in the tight schedule, but Pincky was soon off to 8th Army Headquarters in Seoul, Korea, where Group Leader BOB KANE handled conferences with 8th Army officers and RCA Korean field men.

From Japan the Government director enplaned for Pearl Harbor, Hawaii, and subsequent talks in the Navy's nerve-centers, accompanied by West Coast mgr. STUB SCHULTZ. Two other meetings in Honolulu saw the veep around the conference tables with Pacific AF Headquarters airmen and Army Signal Section experts.

Leaving Hawaii Pincky headed for San Francisco and on east, all in time for the important Company week-end session in the City of Brotherly Love.

Slightly breathless, he nonetheless confirmed excellent performance reports on Government's field engineers, adding that "It's certainly good to work in an organization in which so many individuals have earned outstanding reputations for their achievements.

"The high regard won by RCA field engineers," he concluded, "accounts for the many courtesies extended me by our military customers."

Field Engineering In The Far East



In Japan, Govt. FE
Steve Roach checks
sub assemblies while
fellow-FE John
Wade watches the
operation. Both men
are participating in
a parts requirement
survey program

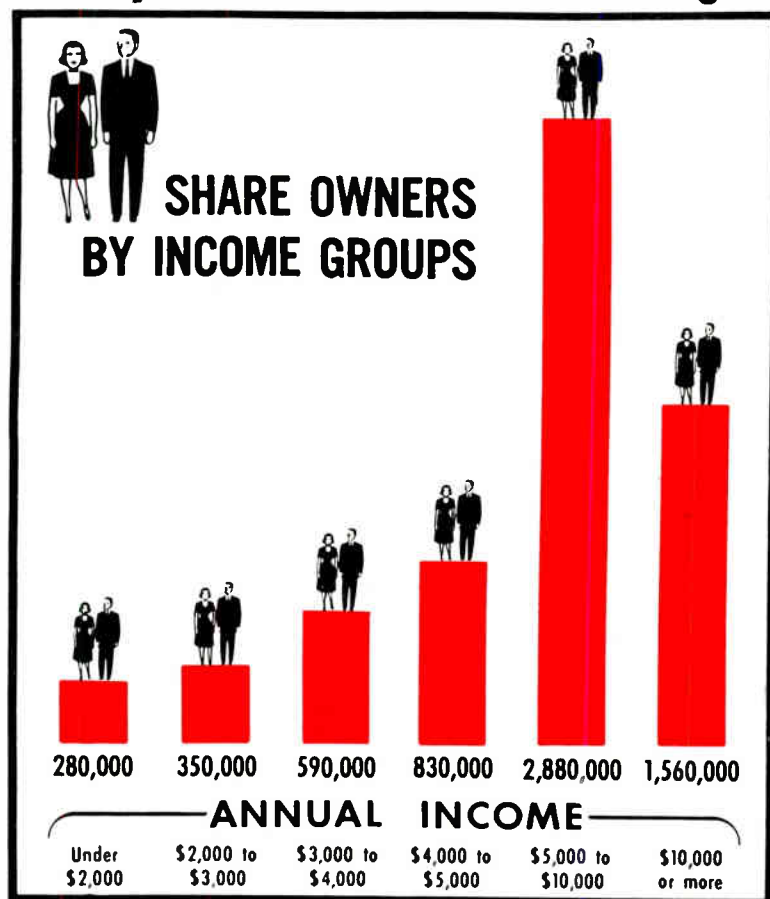


The engineers
gather around
while John Wade
handles the chain.
(Left to right)
C. Esposito (Sperry),
M. Sato, E. Akerberg,
W. Weis, S. Roach &
Ass't to Chief of the
Maintenance Div.
J. Wade

At McChord AFB (below, l. to r.): West Coast Field Mgr. S. Schultz; Col. D. P. Hall, vice comdr. Hq. 25th Air Div.; VP P. B. Reed; Col. J. Crawford, dir. comm. & electronics; & C. B. Eaton, G/L



Stock Purchase Plan Sponsored By New York Stock Exchange



THE New York Stock Exchange and its member firms, using many channels of public contact from newspaper ads to radio time, recently announced a new stock purchase plan enabling the small investor to purchase shares in American industry on a systematic, pay-as-you-go basis. The outstanding feature of this new Monthly Investment Plan (generally referred to as M.I.P.) is that it permits the building of special income-producing funds by a simple and efficient method. The investor of limited means is thus provided with the opportunity of acquiring funds for such purposes as retirement, children's education, major investment, etc.

Not a get-rich-quick scheme, the Monthly Investment Plan is presented as an opportunity for those who wish to undertake systematic savings. Participation is invited only after basic financial necessities are provided for, such as adequate life insurance and savings programs, including such conservative investments as Government Bonds. This advice is basic in sound investment programming. Undeniably, there is an element of risk in the stock market (as in all

economic enterprises) and no individual should jeopardize reasonable security for himself and his dependents.

As the Plan indicates, however, you don't have to be rich to invest in stocks. As of March 1, 1952, thirty-two percent of the 6½ million people who owned them made less than \$5,000 per year, and seventy-six percent earned less than \$10,000. The percentage is even higher now. These share holders are using savings to back American industry, thus putting up the money that makes business possible. If the business is profitable, they share in its success. If it is not profitable, or fails, they may lose part or all of their investment. That is the risk they run for seeking a higher return on their savings.

Personal status further determines the type of investment, and it is suggested that each individual have an "investment objective." A young man or woman with ample insurance, enough money set aside for emergencies, and a modest surplus, might consider capital growth as his investment goal. He might, therefore, put his money into younger industries with possibilities of future expansion. Others, with additional income as an objective,

ordinarily invest their surplus savings with companies that have a long record of stable earnings and dividend payments. If *safety* of funds is primary, the investor purchases securities which fluctuate very little regardless of business conditions: Government bonds and high grade corporate bonds (not a part of the M.I.P.), or preferred stocks with a fixed dividend, or (at higher risk) "blue chip" common stocks yielding an income from 4% to 6%.

Follow Diversification Principle

Recommended is the old adage "Don't put all your eggs in one basket." Follow the "diversification" principle of buying for *safety*, *income*, and *growth*. This means not only the purchase of various types of securities, but investment in different types of industries.

The small investor may accomplish such diversification over a period of time. For example, allotting \$500 a year for five years, each year buying into a different industry, will result in a total investment of \$2,500 with a spread of risk in five or more diversified industries. Diversification may also be obtained in other ways. One may purchase shares in a single company which has a wide variety of products and uses. Also, an individual may acquire shares in a company whose main business is investing in securities of many other companies.

Money Aside Each Month

In achieving long-range investment or savings goals, most people find it easier and more practical to set aside money each month, rather than to try to accumulate on a hit-or-miss basis—when you feel you "have a little extra." To put it another way, the regular saving or investment of small amounts usually adds up to more money over a year's time than the irregular accumulation of larger amounts. The Monthly Investment Plan takes cognizance of this fact. If an individual can conveniently put aside \$40 a month (or \$40 every three months) the plan offers a systematic method of investment over any period from one to five years.

Customary commission rates are charged and you are offered the advantage of competent advice, based on the broker's research and investment facilities. Any member of the New York Stock Exchange can supply full information on the Monthly Investment Plan.

This is the first of a series of three articles to be published in your Service Company News, designed to give employees factual information on the new personal investment program developed by the N. Y. Stock Exchange and its member firms for people of average means. In the next issue: Brokerage Terminology; Basic Factors in the Mechanics of Investing.



TV engineer
S/Sgt. Robert
Dean signals
"you're on"
to an Air Force
lieutenant at
the Limestone
Air Force Base
TV station, Me.
(Official AF
Photographs)



Airman-engineer William Ward
performs a maintenance check

World's Smallest Television Station Builds Morale For U.S. Air Force

THE WORLD'S smallest television station will officially celebrate its first birthday on Christmas Day.

Located at remote Limestone Air Force Base in Maine, the tiny, low-powered station has approximately one five-thousandths the wattage of the nation's largest commercial stations. With its maximum coverage range of only three miles, the Air Force station provides ten hours of major network programs daily for more than 15,000 airmen living on the 10,000 acre installation only a few miles from the Canadian border.

Conceived by General Curtis E. LeMay, commander, Strategic Air Command, as an entertainment medium for personnel at isolated bases, the station was built by RCA after General LeMay sought assistance from Brigadier General David Sarnoff, chairman of the board.

Col. Bertram C. Harrison, commander, 42nd Bombardment Wing, hailed the "Tom Thumb" TV setup as a "truly significant experiment that we hope will be used as a pattern to bring television to U.S. military personnel stationed at isolated bases around the world."

The junior-size television station was dedicated at ceremonies last July during a giant "open house," when thousands of persons inspected non-security portions of the mammoth base to catch glimpses of the latest type planes of the nation's air defense armada.

Equipment for the miniature eight-watt station was built and erected at cost by RCA. A grant from the SAC welfare fund paid for equipment and its installation.

Studios and transmitter facilities are housed in a "television shack"—ten by thirteen feet in area—constructed atop

the four-story base hospital. On the air, at first on an experimental basis, the station telecasts kinescope recordings of top network programs from the major broadcasting systems. It also provides three daily "live" newscasts and twice-daily "weather man" programs. Regularly scheduled "flying safety" programs are carried as well as religious telecasts produced by Air Force chaplains and their staffs.

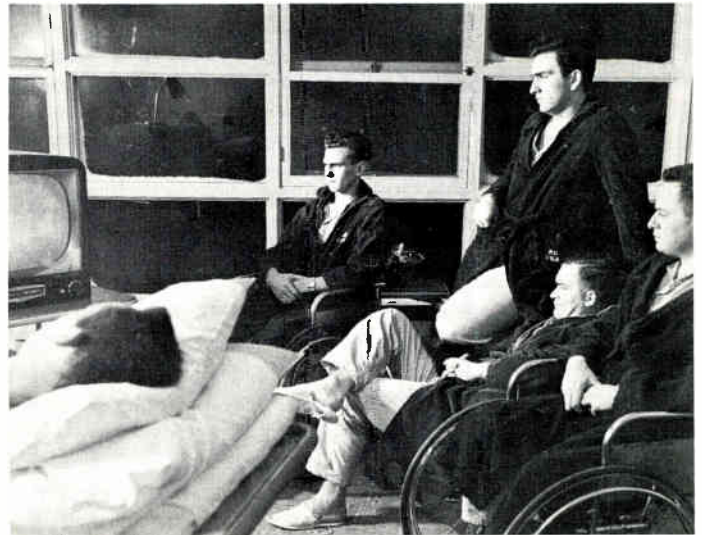
Col. Harrison estimated at "more than 1,000" the number of television receivers in use in living and recreation quarters at the base. Stating Air Force policy on the operation of morale TV stations, he declared:

"We'll operate TV stations only in areas where it is not possible to receive programs from commercial outlets. We don't intend to compete with private industry."

Projector & monitor airmen prepare to go on the air



Hospitalized servicemen watch Air Force TV program



Dailey Field Tour—Colorful TV School

F. B. DAILEY, a 16 mm film projector specialist in Ed STANKO's Engineering Operation service, is a jovial engineer who conceals tremendous drive behind an easy going manner.

To the unperceiving, "Pete" Dailey takes life as it comes, never voicing complaint, but a good listener quickly learns that Pete is a man with a sizable stake in the future—and looming large in that future is color TV and film projectors.

Winding up a training school conducted on a nation-wide basis for Tech Products' district field engineers, Pete understandably holds an inside track on the current color situation and existing field opinions. He makes no bones about it—color TV has long since passed the "brink-of-a-new-era" phase and is now coming to life as a full-blown and lusty market.

Chicago First Stop

Pete left home office last August with the first exclusively new 600-pound TV projector figuratively tucked under his arm, the Chicago district his first stop on the instructional tour.

The one-man conducted training on the new projector quickly brought Pete warm words and letters of praise from the field. And busy as he was, he found time to sandwich in several modification installations, one at Salt Lake City's KUTV and another for a competing radio-TV network on the West Coast.

Pete Dailey conducts the session at home office for the Philadelphia dist. field engineers. (L. to r.): Pete Dailey; C. Graham; C. Wilson; R. Mowery; H. Hanson; A. Falcone; R. Cobble; J. Hodge; J. Adelman and Philadelphia District Supervisor B. Biben



It was on the West Coast that Pete ran into "hot kines." He explains the term has nothing to do with larceny.

"A TV show originating in Hollywood goes out live over the coaxial cable at 5 p.m. (Pacific Time) and appears in the East at 8 p.m. (Eastern Standard Time). While the show is being produced in Hollywood, a kinescope recording is made and despite the fact it originated live several hours earlier, when 8 p.m. Pacific Time rolls around, West Coast audiences see the filmed or 'hot kine' version."

No Trouble With Green Film

The hot kine process requires rushing film from developer to projector and previously existing projectors had to be modified to take the resulting "green" film without trouble. Pete points out that RCA's new projectors (specifically designed for TV), the TP6A and the TP6B, handle the green film without incident.

When the projector specialist left his own business selling and servicing radio and public address systems in the nation's capital back in 1945, color TV was still a gleam in the eyes of research scientists.

Now, hundreds of projector conversions and modifications later, Pete Dailey is proud of his new dual role as instructor-advocate in color TV. And his more than 50 erstwhile students in all of Tech's districts agree that color TV is on the move.



Ken, son David & Chris Thorne

RCA Is Testing Ground For Home Study Student

THE LIFE of a student is not always an easy one, as D. KENDALL THORNE, Western Service Area's new personnel administrator, can tell you.

A couple of years ago Ken took a home study course entitled "Getting Your Bearings In The New Job" (in which he rated an A plus). Actually he didn't need the course—he had his bearings determined over ten years ago.

After graduating from the Butler, Pa., public schools and attending business college, the future personnel specialist went to work in his hometown's American Rolling Mill where he was a manifest clerk-typist prior to entering the Army around the end of 1942.

Some 38 months later, Ken had seen North Africa, Sicily and Italy, participated in two invasions, and acquired six battle stars on his European ribbon before he was mustered out at Pennsylvania's Indiantown Gap.

Reenters College

Ken had now determined that education and self-improvement were keys to individual progress and so he promptly reentered Grove City College to attain his BS (where he had started as a science major while working in the steel mill).

His first job after graduation was with the RCA Victor Record Division, Canonsburg, as an employment interviewer.

Personnel work fascinated Ken, he liked dealing with people, and while his self-starting organizing ability was being commented upon, he was busy soaking up home study courses in his field, matching an earlier declaration to not only "become more proficient in my job, but to advance to a more responsible post in personnel work."

Three years later Ken was elevated to manager of employment and training, and
(Continued on page 10)

Digits . . . Data . . . and Dreams

ABOUT two years ago Technical Products' JOSEPH STEOGER was given the job of building a Computer System Service Unit. The newly-created organization was set up to handle future servicing of electronic business machines.

These are the complex electronic machines that the scientists tell us will one day soon create a far more comfortable working environment.

For example, speaking to an engineers' society last spring, Dr. Charles B. Jolliffe, vice pres. & technical director of RCA, described a "dream" office of the future to illustrate the advances being made.

Offices Operated By Electronics

He told his audience that business offices of the future may be equipped with an array of electronic devices that handle all statistical, accounting, and bookkeeping functions almost instantly.

"Electronics has almost unlimited power to duplicate and amplify man's senses and to match, as well as sometimes outdo, many of his abilities," he said. "Electronic devices can hear, see, feel, measure and control; sort, count, compute and calculate. They can memorize facts and information and, upon demand, recall them for useful purposes."

On this basis, Dr. Jolliffe outlined the electronic elements that may be functioning in the office of the future, emphasizing that the picture was fantasy "only from the economic standpoint, since technically it is all possible based on present knowledge." In fact, he said, the commercial and industrial uses that lie ahead for electronic business machines based on today's complex computers already are becoming evident.

He also mentioned that the first commercial installation of a type now being developed by RCA under the name of "BIZMAC"—short for business machines—will be made in the Ordnance Tank and Automotive Center in Detroit, Michigan.

Service Company's service unit has worked closely with Camden's Computing Systems Engineering Section, which has the primary tasks of product design and further development of digital equipment for use in clerical-data-handling problems.

Worked Alone

But two years ago, Joe Steoger had no trained service personnel, no training course and no servicing team.

Working alone for several months until his unit began to grow, Joe eagerly talked to anyone and everyone associated with large scale digital computers. And he avidly checked engineering reports on the electronic wonder machine while awaiting laboratory equipment assembly.

After the Service Company began running its own formal classes for Tech's BIZMAC servicing team, a milestone was passed last July when the trainees were told they were in a separate operating group and were on their own.

Soon they'll take to the field—competent specialists in a corps of specialists—all aiming toward new frontiers in the servicing industry.

(Below) Grouped around the control panel of a BIZMAC computer are (l. to r.): T. Lombardo, T. Behm, E. Stanko, D. Lee, VP W. L. Jones, L. Christen, B. Arrant, J. Steoger & L. Gallo



L. Gallo (left) listens to L. Christen while Joe Steoger discusses BIZMAC with President E. C. Cahill (back to camera). (Below, l. to r.) Around the piano is B. Arrant, T. Seetoo, J. Anderson, L. Gallo, W. Scott, D. Lee, J. Lauber & L. Christen



Student cont. from page 9

in little more than another year, he transferred to Bloomington, Indiana, where he assumed the responsibility of manager of testing and training.

Free time found Ken aiming for a master's degree in personnel administration while continuing his climb up the ladder to wage and salary administrator.

Then, several months ago, the scholarly specialist transferred to the Service Co. to take up his new duties handling the obligations for all personnel practices in the Western Area.

Now SID BAKER's lieutenant pursues his interest in personnel, knowing he got more from another home study course entitled, "What Determines Promotion" than merely a high grade.



RCA CAREERISTS WEAR NEW PIN

A BEAUTIFUL new 25-Year Club pin is now being presented to employees in RCA manufacturing and service division who have attained a quarter century of service.

The newly designed emblem has a hard-fired red enamel background on the RCA monogram and Victor Dog trademarks, which are seen in reverse in the attractive over-all gold finish.

Distribution of the new pin began in September. In accord with our Company's award program for recognition of long service, presentation of 25-Year Club pins is a continual activity at all locations. The pin is usually bestowed by supervisors at informal ceremonies at work to their people who attain the 25-year mark, on the anniversary of the service record. This is followed by the presentation of a fine watch to each new 25-year employee at the annual dinner-meeting ceremonies of the 25-Year Clubs at our various plant locations.

Original Emblems Replaced

Past recipients of the 25-Year Club pins who are now on the payroll will also be presented with the new pin to replace their original emblems. Announcements are being made at each plant location as to procedure for exchanging the old award for the attractive new one.

About 1,500 employees have received 25-Year Club pins and gold watches in the less than six years since the RCA Victor Service Award Program was established in 1948. Their ranks will be increased by the 265 attaining the quarter-century mark this year by the time the annual 25-Year Club presentation ceremonies are held late this fall.

New Quarter-Century service pin



Two 25-yr. Service Co. veterans are F. W. Smaltz (left), mgr. of consumer relations, & Quality Control Mgr. W. J. Zaun



Ed Stanko awards service pin to Harry Taylor (2nd from left), while fellow-Tech. Prod. men Les Liedy (who won pin earlier) & VP W. L. Jones look on

Christmas Spirit Comes From The Heart & Flatbush



(Above) A desk-load of gifts annually await the children in St. Mary's Hospital, donated by the Flatbush gang. (At right) The party gets underway at non-sectarian institution

Trim Weights Vie In Tournament



Commercial Field Adm. Mgr. Bill McClelland (left), sponsoring his Detroit dist. in the Golden "Neuts" Tournament, cheers on June Yulle (second from left) against Beverly Fisher (r.), representing West Central & seconded by W. Central sponsor Sig Schotz, ass't to the pres. The battle ends this month when the best district cops the champion's plaque (see inset)

**SPRINGFIELD
GARDENS, L. I.,
ATTRACTIVE
WINDOW GAINS
NEW FRIENDS,
NEW CONTRACTS**



RCA SERVICE COMPANY **NEWS**

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Getting into the holiday spirit last year was this attractive window display at Springfield Gardens, Long Island.

Branch personnel said many area people stopped in to compliment them on the best display on the street. And along with the compliments came questions about RCA service contracts and new business. Even the small fry reportedly eyed the RCA toy trucks and serviceman statuette.

Fair Miss . . . Wins Fair Title



ALTHOUGH she'll soon be awarded a diploma during a Philadelphia modeling school's graduation, KAROLINE WALDRON really doesn't need any certification attesting to her charms.

Judges at New Jersey's State Fair bestowed a crown on the Government Service Department typist-clerk and home office co-workers were quick to announce their hearty approval.

The 21-year-old eye-catching lass joined the Service Company some eight months ago, leaving a dentist receptionist job behind.

Karoline says she enjoys typing, even liked it in high school, and though one of the prizes that goes with her "Miss New Jersey State Fair" title is a voice and drama course, she firmly declares her intention to continue caressing the Royal keys.

For sports, the 112-pound appealing winner leans toward ice-skating and dancing, neither of which she's been practicing lately while awaiting the arrival home of a certain soldier.

Outclassing 48 other contestants for her title, Karoline's class put her in "a class by herself."

RCA *Pioneered
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**COMPATIBLE
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